

Little secrets on which good looks depend

SO many, many women could be twice as attractive if they only knew how! Just a bit more understanding of the definite things that should be done to bring about certain specific results makes all the difference between looking dull and looking exquisite.

How to protect your skin from wind, sun and dust

Spring weather has some of the bad effects of both winter and summer on the skin. The sun dries it. The wind robs it of its natural oil. The dust flies into the pores and coarsens them. Then, the next day your complexion is florid, coarse—altogether unlovely!

Every motor trip, every "hike" you take, protect your skin from this punishment. Before going out, rub a little Pond's Vanishing Cream into your face, neck and hands. At once it disappears. Your skin drinks in the soothing, freshening cream. It can never come out again in a wretched shine, for it is greaseless. Now the wind and sun cannot have such a coarsening effect on your skin; the dust cannot work into the pores. Do this every time you go out. Your skin will stay smooth, lovely all summer.



How to cleanse the pores and keep the skin clear

When your skin grows dull and loses its clear pink and white, it is usually an announcement that it needs a deep cleansing.

For cleansing your skin needs, not a vanishing cream, but a cream with an oil base. Before going to bed or whenever your face has been especially exposed to dust, rub some Pond's Cold Cream into the pores of your skin and wipe it off with a soft cloth. It is amazing how much dirt comes out. You will get a new idea of how important this cold cream cleansing is. The formula for Pond's Cold Cream was especially worked out to supply just the amount of oil required to give it the highest possible cleansing power. If your skin is too dry, leave a little of the Cold Cream on overnight. By morning the pores will have absorbed it all.

How to keep the face unlined

Every farsighted woman starts to ward off wrinkles long before her friends begin to notice them.

Once a week massage your face and neck with Pond's Cold Cream. Work from the center of the face outwards and upwards. When the face is covered with Pond's Cold Cream, a gentle slapping in an upward direction helps to keep the skin rosy and firm. Pond's Cold Cream has the exact smoothness and body required to make it work well into the skin. Always work from the center of the face outwards and upwards.

Why your skin needs two creams

One without any oil, for daytime and evening needs—Pond's Vanishing Cream. It will not reappear in a shine.

One with an oil base, for cleansing and massage—Pond's Cold Cream. It has just the amount of oil that the skin needs.

Neither of these creams will encourage the growth of hair on the face.

Get a jar or tube of each cream today at any drug or department store. You will realize for the first time how lovely your skin can be.

How to freshen the complexion and make the powder stay on

There are times when you would give all you own to look your very best. Whenever you like, it can be done! Before you powder, take a little bit of Pond's Vanishing Cream on your finger tips; smooth it lightly over your face. At once the cool, fragrant cream disappears. You can feel the tenseness around your eyes and mouth relax. Your skin is smoother, fresher. Now powder your face as usual. The powder will stay on two or three times as long. Do this always before powdering. It makes the powder look natural. It gives your skin a new transparent loveliness, an exquisite softness that makes you look your very best. And it will never embarrass you by coming out in a wretched shine!



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 Pond's Extract Co., 120-E Hudson St., N. Y.
 Please send me FREE the items checked:
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One cream with an oil base and one without